

## **Grounds and milestones of oriental and occidental cultures: Axiological aspect (through the example of Tatarian, Russian, Uzbek and American cultures)**

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### **Abstract**

The article considers axiological milestones of Oriental and Occidental cultures (through the example of Tatarian, Russian, Uzbek and American cultures) in comparative aspect. There presented the results of interview which aim was to reveal 5 associative criteria characterising the above said cultures. Basing on the conducted analysis we found out the most stable axiological grounds of representatives of Oriental and Occidental cultures and the peculiarities of gesture of appreciation and gesture of greeting as non-verbal communication codes were revealed. Of great interest are similarities and differences of imaginative associations connected with the use of words which represent Tatarian, Russian, Uzbek and American character. © IDOSI Publications, 2014.

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### **Keywords**

Associative criteria, Axiological grounds and milestones, Cultural differences, Imaginative associations, Intercultural exchange, Non-verbal communication codes